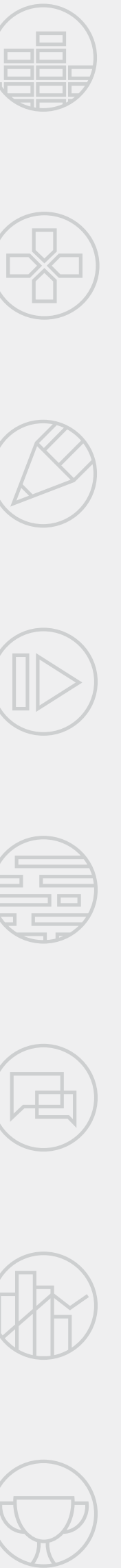




Degree PROGRAMS



Entertainment Business

Undergraduate Degree Program - Campus & Online

OVERVIEW

In the Entertainment Business programs, you will make your way through a challenging curriculum that combines essential business and management knowledge and skills, including business models, marketing, global media management, business technology and design, event management, and professional selling. This curriculum will focus on developing both personal and professional skills, and the program's project-based environment models the same kinds of professional scenarios you will encounter in today's business world. The combination of business and entertainment topics is designed to give you the full range of knowledge you will need to begin a career within an existing entertainment company or to get your own entrepreneurial idea off the ground. In addition to business-specific managerial and entrepreneurial skills, you will also have courses focusing on leadership, professional writing, physical science, communication skills, and how to prepare yourself for your career in the entertainment industry.

ASSOCIATE'S OBJECTIVE

Our goal is to provide you with a focused knowledge and understanding of essential business and management skills to enhance your ability to qualify for entry-level industry positions, including marketing assistant, sales assistant, promotions assistant, project coordinator, and a variety of other entertainment business positions in the fields of film, music, digital media, broadcasting, and gaming.

In addition to technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industry.

BACHELOR'S OBJECTIVE

Our goal is to provide you with a focused knowledge and understanding of essential business and management skills to enhance your ability to qualify for entry-level industry positions, including brand ambassador, social media coordinator, promotions manager, public relations assistant, digital marketing strategist, and a variety of other entertainment business positions in the fields of film, music, digital media, broadcasting, and gaming.

In addition to technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industry.

Entertainment Business

Undergraduate Degree Program - Campus & Online

Campus

Chronological Course Schedule by Months

	MONTH	CODE	COURSES	CREDIT HOURS
Bachelor's Program	Associate's Program	1	GEN1011 Creative Presentation	3.0
			DEP1013 Psychology of Play	3.0
		2	BEM1001 Business in the Entertainment and Media Industries	4.0
			ENC1101 English Composition I*	4.0
		3	MAN2021 Business Management	4.0
			MKT210 Introduction to Marketing	4.0
		4	MGF1213 College Mathematics	4.0
			BUL2100 Business Law	4.0
			ENTB2714 Data Analysis and Reporting	3.0
		6	BUS119 Project and Portfolio I: Personal Branding	3.0
	7	HUM1505 Popular Culture in Media	4.0	
		ECO2005 Introduction to Economics	4.0	
	8	ACG3223 Business Accounting	4.0	
		BUS229 Project and Portfolio II: Market Research	3.0	
		ENTC111 Professional Development Seminar I: Entertainment Business*	1.0	
	9	MCM1203 New Media Tools	4.0	
	10	ENT239 Project and Portfolio III: Entertainment Business	3.0	
		ENTC222 Professional Development Seminar II: Entertainment Business*	1.0	
	11	ENTB4485 Entertainment Business Models	3.0	
		ENC326 Professional Writing*	4.0	
12	MAR3111 Principles of Digital Marketing	4.0		
	BUL3514 Intellectual Property	4.0		
13	ENTB4525 Professional Selling	4.0		
14	ENTB3314 Global Media Management	3.0		
	EBB349 Project and Portfolio IV: Entertainment Business	3.0		
15	ENTB3013 Principles of Business Finance	4.0		
	PHY1020 Fundamentals of Physical Science*	4.0		
16	MAN3152 Leadership and Organizational Behavior	4.0		
	EBB359 Project and Portfolio V: Entertainment Business	3.0		
17	ENTB410 Event Management	4.0		
18	ENTB4212 Audience Metrics	3.0		
	EBB469 Project and Portfolio VI: Entertainment Business	3.0		
19	ENTB4623 Entrepreneurship in the Entertainment Business	3.0		
20	BUS479 Project and Portfolio VII: Strategic Proposal	3.0		
	ENTC444 Career Readiness: Entertainment Business*	4.0		

BACHELOR'S TOTAL CREDIT HOURS: 120

BACHELOR'S TOTAL WEEKS: 80

ASSOCIATE'S TOTAL CREDIT HOURS: 60

ASSOCIATE'S TOTAL WEEKS: 40

Online

Chronological Course Schedule by Months

	MONTH	CODE	COURSES	CREDIT HOURS
Bachelor's Program	Associate's Program	1	GEN1011 Creative Presentation	3.0
		2	DEP1013 Psychology of Play	3.0
		3	BEM1001 Business in the Entertainment and Media Industries	4.0
		4	ENC1101 English Composition I	4.0
		5	MAN2021 Business Management	4.0
		6	MKT210 Introduction to Marketing	4.0
		7	MGF1213 College Mathematics	4.0
		8	ENTB2714 Data Analysis and Reporting	3.0
		9	BUL2100 Business Law	4.0
		10	BUS119 Project and Portfolio I: Personal Branding	3.0
	11	ECO2005 Introduction to Economics	4.0	
	12	HUM1505 Popular Culture in Media	4.0	
	13	BUS229 Project and Portfolio II: Market Research	3.0	
		ENT1111 Professional Development Seminar I: Entertainment Business	1.0	
	14	ACG3223 Business Accounting	4.0	
	15	MCM1203 New Media Tools	4.0	
	16	ENT239 Project and Portfolio III: Entertainment Business	3.0	
		ENT2222 Professional Development Seminar II: Entertainment Business	1.0	
	17	ENTB4485 Entertainment Business Models	3.0	
		ENC326 Professional Writing	4.0	
	18	MAR3111 Principles of Digital Marketing	4.0	
	19	ENTB4525 Professional Selling	4.0	
	20	EBB349 Project and Portfolio IV: Entertainment Business	3.0	
	21	ENTB3314 Global Media Management	3.0	
	22	ENTB3013 Principles of Business Finance	4.0	
		PHY1020 Fundamentals of Physical Science	4.0	
	23	EBB359 Project and Portfolio V: Entertainment Business	3.0	
	24	BUL3514 Intellectual Property	4.0	
	25	ENTB410 Event Management	4.0	
	MAN3152 Leadership and Organizational Behavior	4.0		
26	EBB469 Project and Portfolio VI: Entertainment Business	3.0		
27	ENTB4212 Audience Metrics	3.0		
28	ENTB4623 Entrepreneurship in the Entertainment Business	3.0		
29	BUS479 Project and Portfolio VII: Strategic Proposal	3.0		
	ENT4444 Career Readiness: Entertainment Business	4.0		

BACHELOR'S TOTAL CREDIT HOURS: 120

BACHELOR'S TOTAL WEEKS: 116

ASSOCIATE'S TOTAL CREDIT HOURS: 60

ASSOCIATE'S TOTAL WEEKS: 64